

**METHOD AND SYSTEM FOR DOWNLOADING, STORING AND  
DISPLAYING COUPON DATA USING THE HORIZONTAL  
OVERSCAN PORTION OF A VIDEO SIGNAL**

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**ABSTRACT OF THE DISCLOSURE**

A method and system for decoding and storing encoded coupon data delivered via the horizontal overscan area of a video signal. An electronic coupon displays representations of coupons defined by coupon data that can be extracted from an encoded video signal that can be broadcast or played-back from video tape. The electronic coupon is equipped with a non-volatile memory that permits the coupon data to be stored for display subsequent to the transmission session (e.g., a televised program). The electronic coupon has a set-up mode which allows a user to pre-select types of coupons that the user would like to receive. Coupon data satisfying the user's selections will be stored in the electronic coupon, while coupon data not satisfying the user's selections will not be stored. A decoder extracts the coupon data from an encoded video signal and transmits the coupon data to the electronic coupon via a receiver of electronic contacts. Advantageously, the coupon data can be transmitted to the electronic coupon during television commercials.